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# PACKAGED FLUID MILK SALES IN FEDERAL MILK ORDER MARKETS

*By Size and Type of Containers,  
and Distribution Method*

**During November 1969**

DAIRY DIVISION/CONSUMER AND MARKETING SERVICE  
U.S. DEPARTMENT OF AGRICULTURE/WASHINGTON, D.C.



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This publication is based on sales data for November 1969.  
Data for November 1967 were issued in March 1969 as C&MS-11 (Nov. 1967),  
data for November 1966 were issued in January 1968 as C&MS-11 (Nov. 1966),  
data for November 1965 were issued in March 1967 as C&MS-11 (Nov. 1965),  
data for November 1964 were issued in July 1966 as C&MS-11 (Nov. 1964),  
and data for November 1963 were issued in May 1965 as C&MS-11 (Nov. 1963),  
Similar data for November 1962 were issued in July 1964 as AMS-538,  
under the same title, by the Agricultural Marketing Service.  
The name of the agency was changed to Consumer and Marketing Service,  
effective February 8, 1965.

ISSUED FEBRUARY 1971



## PREFACE

Federal milk marketing orders, on November 30, 1969, regulated the handling of milk in 67 designated marketing areas throughout the country. Sales by handlers in these markets represented nearly 56 percent of all milk sold off farms to plants and dealers, and about 67 percent of the milk used in fluid milk products in the United States.

This report summarizes Federal milk order sales data according to size and type of containers, and method of distribution, for the month of November 1963 through 1967 and 1969. The data representing fluid milk sales during November 1969 were obtained from market administrators of 66 Federal milk marketing orders.

This is the first time since 1965 that information on packaged sales in the New York-New Jersey market has been available for this report series. Since sales in the New York-New Jersey market comprise about 10 percent of total fluid sales in this country, the inclusion of New York-New Jersey sales data with the data of other markets greatly affects certain totals and trends. The packaged sales data for 1969 have been presented in two ways, one including and the other excluding New York-New Jersey sales data from the totals.

## DEFINITIONS

Products. Sales data are shown for product groups and individual fluid milk products. Products are combined in four major product groups: Whole milk items include plain and flavored milk. Sales of plain whole milk represent the largest single fluid milk product, and accounted for 78 percent of total fluid milk sales in November 1969; skim milk items include skim milk, skim milk with added milk solids, lowfat (2 percent) milk, lowfat (2 percent) milk with added milk solids, flavored milk drinks, buttermilk, and yogurt; mixtures include milk and cream mixtures and eggnog; and cream items include light cream, sour cream, and heavy cream. Total fluid milk sales represent combined sales of the four groups of products. Data for individual fluid milk products are shown in table 7.

Container Size. Container sizes are shown for product groups in each of the following size categories: Gallon, half gallon, quarts, pints, half pints, "other," and bulk. Sales in units smaller than one gallon not specified are included in "other." Sales in containers larger than one gallon are grouped in 5 to 10-quart and over 10-quart categories. All container sizes used in packaging individual fluid milk products are shown in table 7.

Type of Container. Sales are categorized by glass, paper, plastic, and metal cans. The paper category includes plastic-coated and wax-coated paper containers. Plastic includes rigid plastic containers and corrugated boxes with plastic linings. Containers larger than one gallon shown in the plastic column, for the most part, are bag in box containers. Metal cans larger than one gallon are included in the "glass" category. Sub-totals are shown under glass to show quantities of milk sold in glass and in metal cans.

Method of Distribution. Sales are divided into wholesale and home-delivered. Wholesale includes all sales other than home-delivered. For the most part "wholesale" includes sales to grocery stores, restaurants, and institutions.

## NUMBER OF CONTAINERS

The data in this report are for volume weights of milk in thousand pounds. The number of each size of container can be approximated by dividing the weights shown in the report by the following conversion factors:

Products	Conversion factors - pounds per:								
	6 Gal.	5 Gal.	2 1/2 Gal.	Gal.	1/2 Gal.	Quart	Pint	1/3 Qt.	1/2 Pint
Whole milk items	: 51.60	: 43.00	: 21.500	: 8.60	: 4.300	: 2.150	: 1.075	: 0.7167	: 0.5375
Skim milk items	: 51.72	: 43.10	: 21.550	: 8.62	: 4.310	: 2.155	: 1.078	: .7183	: .5388
Mixtures	: 51.30	: 42.75	: 21.375	: 8.55	: 4.275	: 2.138	: 1.069	: .7127	: .5344
Cream items	: 51.06	: 42.55	: 21.275	: 8.51	: 4.255	: 2.130	: 1.065	: .7100	: .5325

## HISTORICAL SUMMARY

The first issue of "Packaged Fluid Milk Sales in Federal Milk Order Markets, by Size and Type of Containers, and Distribution Method," reported November 1962 data for a limited number of Federal order markets. Reports for a much larger number of Federal milk orders were subsequently issued for November 1963, 1964, 1965, 1966, and 1967. Tables 1 through 4 in this edition of the report summarize container information for the month of November 1963 through 1967 and 1969. (Container information for the New York-New Jersey market has been excluded from the 1965 and 1969 totals for the purpose of the historical summary. Information including the New York-New Jersey market is included in Table 4a.)

In general, trends have been away from high butterfat content fluid milk products to low butterfat products (whole milk items to skim milk items); from glass to paper and plastic containers; from small to large containers; and from home-delivery to wholesale delivery.

Sales in paper containers, accounting for 64 percent of total fluid milk sales in 1963, increased to 77 percent of total fluid milk sales in 1969. The trend has been to increased use of paper containers at wholesale and home-delivery levels, and in 1969 paper replaced glass as the predominant material for containers for home delivery.

Sales in plastic type containers have shown noticeable increases during the past six years. In 1964, the first year detailed information on plastic containers was obtained, total sales in plastic represented less than three percent of total fluid milk sales. By 1969 total sales in plastic containers had more than tripled and represented 11 percent of total fluid milk sales. More than one-half of this increase was due to the greater use of rigid plastic containers, from less than 0.2 percent of total fluid milk sales in November 1964 to over 6.4 percent in November 1969. The majority of this increase was in the gallon container. Sales in bag in box containers increased from 2.5 percent in November 1964 to 5.2 percent in November 1969.

The trend in sales of fluid milk has been from small to large size containers. The quart, once the most important container for fluid milk, has decreased in importance until now, it is used in less than 8 percent of total fluid milk sales. The shift away from the quart container has been to the gallon container in wholesale, and to half gallon containers in home-delivered. Sales in large containers (5 to 10-quart and over 10-quart) represent about 6 percent of total fluid milk sales. Bag in box containers are continuing to replace metal cans on the wholesale routes of some dealers and are being used by some dealers on home-delivered routes (especially the 2½ gallon size) in an attempt to increase sales and decrease frequency of deliveries. Sales in the gallon and larger sized containers (5 and 6-gallon) are further enhanced by the retail price advantage of buying milk in larger containers.

In 1963, 70 percent of total fluid milk sales were other than home-delivered. Seventy-one percent of the whole milk items, about 65 percent of the skim milk items, 81 percent of the mixtures, and 82 percent of the cream items were disposed of through wholesale outlets. In 1969, 81 percent of total fluid milk sales were other than home-delivered (82 percent of whole milk items, 77 percent of skim milk items, 86 percent of mixtures, and 91 percent of cream items were disposed of through wholesale outlets). This increase in the proportion of fluid milk sales made through wholesale outlets, mainly food stores, has been one of the major factors in the shift in type of container from glass to paper, and the size of container from quart to half gallon and gallon.



## NOVEMBER 1969 HIGHLIGHTS

Data on packaged sales by size, type, and method of distribution for each of the four product groups were available for 66 markets (including the New York-New Jersey market) and are summarized in table 4a. Complete data for total fluid milk for 61 individual markets are reported in table 5. Less complete information for total fluid milk sales for 62 individual markets is summarized in table 6. Table 7 contains data for all sizes and types of containers and methods used in distributing individual fluid milk products.

Container Size. Although sales in half-gallon containers still predominate, the percentage of sales in this size container fell below 50 percent in November 1969. Gallon containers are becoming more popular. The percentages of sales of fluid products in half-gallon containers in individual markets ranged from 21 percent in Knoxville to 73 percent and 75 percent in Eastern South Dakota and Duluth-Superior, respectively. In 31 of 62 markets summarized in table 6, 50 percent or more of the volume sales of total fluid milk were made in half-gallon containers.

Approximately one-half of the sales of whole milk items and skim milk items in November 1969 were in half-gallon containers. Sales of mixtures were made predominantly in smaller containers with quarts and pints representing 85 percent of total sales in this group. Forty-two percent of cream sales were in half-pint containers.

Sales in large size containers represented 6 percent of total fluid milk sales, ranging from 2.9 percent of mixtures to 7.2 percent of cream items. The majority of sales in larger than one gallon containers are made at the wholesale level and in November 1969 were made in 5 and 6 gallon containers. An exception was the 2½ gallon containers, which were more predominant at the home-delivery level. (See table 7.)

While only 6 percent of the sales of total fluid milk were made in large size containers, 8 markets reported 10 percent or more of such sales in containers larger than one gallon. (See table 6.)

Type of Container. Sales of fluid milk products in paper containers accounted for 77 percent of the total fluid sales in November 1969. Paper replaced glass as the dominant container material used for home-delivery containers and was the dominant type of material used for all sizes of containers except those larger than one gallon. Sales in paper containers accounted for 75 percent of the sales of whole milk items, 82 percent of the sales of skim milk items, 93 percent of mixtures, and 82 percent of cream sales.

While paper was the most common type of container used, the percentage of such containers used in the total fluid milk sales ranged from 53 percent in Connecticut to about 97 percent in Upstate Michigan. Sales in paper containers represented 75 percent or more of the volume sales of total fluid milk in 46 markets. (See table 6.)

Glass containers continued to decrease in popularity and accounted for only 11 percent of total fluid sales in November 1969. Glass containers are rapidly being replaced by paper containers and by plastic containers which have become increasingly popular in recent years.

All markets reported sales in plastic containers of one type or another in November 1969. Plastic containers accounted for 10.5 percent of total fluid sales. Over 85 percent of the sales in containers larger than one gallon were made in plastic bag in box containers. Sales in plastic bag in box containers accounted for 4.9 percent of total fluid milk sales and are most predominant at the wholesale level. (See table 4.)

Method of Distribution. Sales to wholesale outlets accounted for 81 percent of total fluid sales in November 1969. Wholesale sales of fluid milk exceeded home-deliveries by a large amount for all product groups. This method of distribution accounted for 82 percent of the sales of whole milk items, 77 percent of skim milk items, 88 percent of mixtures, and 92 percent of cream sales.

Wholesale sales of fluid milk ranged from 49 percent of the volume sales of total fluid milk in Eastern South Dakota to 97 percent in Chattanooga and Memphis. Sales at the wholesale level represented 75 percent or more of the volume sales of whole milk items in 52 markets. (See table 6.)

Table 1.--Percentage of total fluid milk sold wholesale and home-delivered by type of container, by handlers regulated in Federal milk order markets, November 1963-67 and 1969

Year	: Number : of : mkts. <u>1/</u>	: Glass	: Paper	: Plastic	: Other : <u>2/</u>	: Total
<u>WHOLESALE</u>						
1963	: 68	: 15	: 79	: <u>3/</u>	: 6	: 100
1964	: 67	: 15	: 79	: <u>3</u>	: 3	: 100
1965	: 68	: 13	: 80	: 4	: 3	: 100
1966	: 68	: 12	: 80	: 5	: 3	: 100
1967	: 71	: 9	: 82	: 7	: 2	: 100
1969	: 65	: 5	: 83	: 11	: 1	: 100
1969 <u>4/</u>	: 66	: 5	: 84	: 10	: 1	: 100

<u>HOME-DELIVERED</u>						
1963	: 68	: 71	: 27	: <u>3/</u>	: 2	: 100
1964	: 67	: 69	: 28	: <u>2</u>	: 1	: 100
1965	: 68	: 68	: 27	: 4	: 1	: 100
1966	: 68	: 64	: 30	: 5	: 1	: 100
1967	: 71	: 57	: 35	: 8	: *	: 100
1969	: 65	: 37	: 49	: 13	: 1	: 100
1969 <u>4/</u>	: 66	: 41	: 47	: 11	: 1	: 100

<u>TOTAL (Wholesale &amp; Home-delivered)</u>						
1963	: 68	: 31	: 64	: <u>3/</u>	: 5	: 100
1964	: 67	: 30	: 64	: <u>3</u>	: 3	: 100
1965	: 68	: 28	: 66	: 4	: 2	: 100
1966	: 68	: 24	: 68	: 6	: 2	: 100
1967	: 71	: 20	: 71	: 7	: 2	: 100
1969	: 65	: 11	: 77	: 11	: 1	: 100
1969 <u>4/</u>	: 66	: 12	: 77	: 10	: 1	: 100

Year	: Number : of : mkts. <u>1/</u>	: Whole- : sale	: Home- : delivered	: Total
1963	: 68	: 70	: 30	: 100
1964	: 67	: 72	: 28	: 100
1965	: 68	: 72	: 28	: 100
1966	: 68	: 75	: 25	: 100
1967	: 71	: 77	: 23	: 100
1969	: 65	: 81	: 19	: 100
1969 <u>4/</u>	: 66	: 81	: 19	: 100

1/ Number of markets for which complete data were available.

2/ Percentages represent metal cans and plastic bag in box containers, 1963, and metal cans, 1964-69.

3/ Data not available.

4/ Includes New York-New Jersey.



Table 2.--Percentage of total fluid milk sold wholesale and home-delivered by size of container, by handlers regulated in Federal milk order markets, November 1963-67 and 1969

Year	Number of mkt. 1/	Gal.	1/2-gal.	Quarts	Pints	1/2-pt.	Other	Bulk 2/ 5-10 : Over		Total
								qts.	10 qts.	
<u>WHOLESALE</u>										
1963	68	12	55	11	2	13	1		6**	100
1964	67	15	53	10	3	13	*	1	5	100
1965	68	16	52	9	2	14	1	1	5	100
1966	68	19	50	8	2	14	1	*	6	100
1967	71	20	50	7	2	14	1	*	6	100
1969	65	25	47	7	2	13	1	*	5	100
1969 3/	66	24	45	11	2	12	1	*	5	100
<u>HOME-DELIVERED</u>										
1963	68	14	55	27	1	1	*		2**	100
1964	67	19	54	21	1	2	*	2	1	100
1965	68	17	55	22	1	1	*	3	1	100
1966	68	14	59	20	1	1	*	4	1	100
1967	71	15	59	18	1	1	*	5	1	100
1969	65	18	58	14	1	1	*	7	1	100
1969 3/	66	16	54	21	1	1	*	6	1	100
<u>TOTAL (Wholesale &amp; Home-delivered)</u>										
1963	68	13	55	16	2	9	*		5**	100
1964	67	16	53	13	2	10	1	1	4	100
1965	68	16	53	13	2	10	1	1	4	100
1966	68	17	52	11	2	11	1	1	5	100
1967	71	19	52	10	2	11	1	1	4	100
1969	65	24	49	8	2	10	1	1	5	100
1969 3/	66	22	47	13	2	10	1	1	4	100

\*Less than one-half of one percent.

\*\* Includes 5-10 quart size containers.

1/ Number of markets for which complete data were available.

2/ Percentages represent metal cans and plastic bag in box containers.

3/ Includes New York-New Jersey.

Table 3.--Summary of total fluid milk sales by method of distribution and size and type of containers, by handlers regulated in Federal milk order markets 1/, November 1963-67 and 1969

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	total
	Thousand pounds											
	1963 (68 markets)											
Gallons	71,249	74,584	:	145,833	61,516	6,639	:	68,155	132,765	81,223	:	213,988
Half gallons	69,858	585,598	:	655,456	184,005	94,551	:	278,556	253,863	680,149	:	934,012
Quarts	15,232	118,121	:	133,353	108,019	27,450	:	135,469	123,251	145,571	:	268,822
Pints	856	27,803	:	28,659	1,643	3,225	:	4,868	2,499	31,028	:	33,527
Half pints	19,375	135,562	:	154,937	1,964	5,293	:	7,257	21,339	140,855	:	162,194
Other	144	5,101	:	5,245	987	1,101	:	2,088	1,131	6,202	:	7,333
Bulk: 2/	0	0	:	72,392	0	0	:	8,916	0	0	:	81,308
Total	176,714	946,769	:	1,195,875	358,134	138,259	:	505,309	534,848	1,085,028	:	1,701,184
	1964 (67 markets)											
Gallons	94,045	102,712	:	200,354	89,088	9,976	:	99,141	114,133	112,688	:	299,495
Half gallons	79,936	635,015	:	715,023	186,927	102,480	:	289,408	266,863	737,495	:	1,004,431
Quarts	14,678	121,124	:	135,803	87,987	25,883	:	113,870	102,665	147,007	:	249,673
Pints	1,436	33,516	:	34,957	1,540	4,296	:	5,837	2,976	37,812	:	40,794
Half pints	16,422	166,231	:	182,674	1,906	7,318	:	9,226	18,328	173,549	:	191,900
Other	106	7,269	:	7,385	44	433	:	479	150	7,702	:	7,864
Total glass	207,623	:	:	367,492	:	:	:	:	575,115	:	:	:
Bulk: 3/	7,580	0	:	10,041	117	0	:	10,566	7,697	0	:	20,724
(5-10 qts.)	41,996	0	:	73,989	4,570	0	:	6,857	46,566	0	:	80,846
Total can	49,576	:	:	:	4,687	:	:	:	54,263	:	:	:
Total	257,199	1,065,867	:	1,360,226	372,179	150,386	:	535,501	629,378	1,216,253	:	1,895,727
	1965 (68 markets)											
Gallons	92,165	151,478	:	261,880	90,269	13,734	:	108,428	182,434	165,212	:	370,308
Half gallons	86,016	770,979	:	857,128	234,417	119,459	:	353,876	320,433	890,438	:	1,211,004
Quarts	13,797	139,422	:	153,232	107,518	31,206	:	138,784	121,315	170,628	:	292,016
Pints	1,048	39,334	:	40,522	1,610	4,352	:	5,973	2,658	43,686	:	46,495
Half pints	16,556	209,685	:	226,484	2,276	7,199	:	9,489	18,832	216,884	:	235,973
Other	227	10,407	:	10,673	85	611	:	706	312	11,018	:	11,379
Total glass	209,809	:	:	436,175	:	:	:	:	645,984	:	:	:
Bulk: 3/	6,662	0	:	12,503	762	0	:	19,362	7,424	0	:	31,865
(5-10 qts.)	43,034	0	:	93,447	2,596	0	:	6,000	45,630	0	:	99,447
Total can	49,696	:	:	:	3,358	:	:	:	53,054	:	:	:
Total	259,505	1,321,305	:	1,655,869	439,533	176,561	:	642,618	699,038	1,497,866	:	2,298,487

Continued



Table 3.--Summary of total fluid milk sales by method of distribution and size and type of containers, by handlers regulated in Federal milk order markets 1/, November 1963-67 and 1969 -Continued

Size of container	WHOLESALE					HOME-DELIVERED					TOTAL				
	Glass		Paper		Sub-total	Glass		Paper		Sub-total	Glass		Paper		Sub-total
	Wholesale	Home-delivered	Wholesale	Home-delivered		Wholesale	Home-delivered	Wholesale	Home-delivered						
Thousand pounds															
1966 (68 markets)															
Gallons	84,359	205,010	27,236	316,605	57,817	12,683	6,406	76,906	142,176	217,693	33,642	393,511			
Half gallons	85,241	763,428	1,035	849,704	207,748	118,833	253	326,834	292,989	882,261	1,288	1,176,538			
Quarts	12,734	129,658	34	142,426	87,393	26,413	16	113,822	100,127	156,071	50	256,248			
Pints	798	37,046	169	38,013	1,049	3,427	14	4,490	1,847	40,473	183	42,503			
Half pints	13,636	217,403	487	231,526	1,054	4,771	90	5,915	14,690	222,174	577	237,441			
Other	131	10,932	72	11,135	58	386	3	447	189	11,318	75	11,582			
Total glass	196,899			355,119					552,018						
Bulk: 3/	2,076	6	4,954	7,036	2,313		22,704	25,017	4,389	6	27,658	32,053			
(5-10 qts.)	41,374	2	58,142	99,518	1,554		1,907	3,461	42,928	2	60,049	102,979			
Total can	43,450			3,867					47,317						
Total	240,349	1,363,485	92,129	1,695,963	358,986	166,513	31,393	556,892	599,335	1,529,998	123,522	2,252,855			
1967 (71 markets)															
Gallons	68,286	236,768	48,885	353,939	55,297	17,696	8,341	81,334	123,583	254,464	57,226	435,273			
Half gallons	72,585	831,229	5,445	909,259	179,678	137,744	1,588	319,010	252,263	968,973	7,033	1,228,269			
Quarts	8,601	127,620	67	136,288	72,246	26,295	177	98,718	80,847	153,915	244	235,006			
Pints	484	36,843	190	37,517	639	4,001	13	4,653	1,123	40,844	203	42,170			
Half pints	9,374	238,498	671	248,543	513	5,472	54	6,030	9,887	243,970	725	254,582			
Other	111	14,230	143	14,484	25	447	5	477	136	14,677	148	14,961			
Total glass	159,441			308,398					467,839						
Bulk: 3/	996	2	4,138	5,136	196		28,676	28,872	1,192	2	32,814	34,008			
(5-10 qts.)	30,016		73,224	103,240	1,467		1,375	2,842	31,483		74,599	106,082			
Total can	31,012			1,663					32,675						
Total	190,453	1,485,190	132,763	1,808,406	310,061	191,655	40,229	541,945	500,514	1,676,845	172,992	2,350,351			
1969 (65 markets)															
Gallons	50,781	391,423	122,681	564,885	41,187	33,303	20,898	95,388	91,968	424,726	143,579	660,273			
Half gallons	42,272	987,603	22,897	1,052,772	112,048	178,665	8,701	299,414	154,320	1,166,268	31,598	1,352,186			
Quarts	3,789	146,499	93	150,381	40,644	34,276	130	75,050	44,433	180,775	223	225,431			
Pints	370	44,988	345	45,703	279	3,769	18	4,066	649	48,757	363	49,769			
Half pints	3,789	279,310	1,629	284,728	326	5,341	60	5,727	4,115	284,651	1,689	290,455			
Other	83	20,939	849	21,871	7	415	25	447	90	21,354	874	22,318			
Total glass	101,084			194,491					295,575						
Bulk: 3/	574	52	5,462	6,088	1,725		33,077	34,802	2,299	52	38,539	40,890			
(5-10 qts.)	19,578		100,183	119,761	1,094		4,793	5,887	20,672		104,976	125,648			
Total can	20,152			2,819					22,971						
Total	121,236	1,870,814	254,139	2,246,189	197,310	255,769	67,702	520,781	318,546	2,126,583	321,841	2,766,970			

1/ Number of markets for which complete data were available. 2/ Includes 5-10 quart containers. 3/ Quantities indicated under glass represent metal cans; under plastic represent mostly plastic bag in box containers.





Table 4.--Summary of fluid milk sales by method of distribution and size and type of containers, by handlers regulated in 65 Federal milk order markets 1/, November 1969 -Continued

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL				Grand total
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic		
	Thousand pounds												
	CREAM 8/												
Gallons	3/ 35 :	122 :	7 :	164 :	:	4 :	:	:	4 :	:	:	7 :	168
Half gallons	34 :	1,880 :	61 :	1,975 :	2 :	37 :	1 :	40 :	36 :	:	:	62 :	2,015
Quarts	167 :	1,535 :	11 :	1,713 :	37 :	127 :	1 :	165 :	204 :	:	:	12 :	1,878
Pints	145 :	3,371 :	311 :	3,827 :	77 :	423 :	12 :	512 :	222 :	:	:	323 :	4,339
Half pints	74 :	7,070 :	798 :	7,942 :	120 :	727 :	54 :	901 :	194 :	:	:	852 :	8,843
Other	28 :	1,260 :	532 :	1,820 :	7 :	96 :	23 :	126 :	35 :	:	:	555 :	1,946
Total glass	483 :	:	:	:	243 :	:	:	:	726 :	:	:	:	
Bulk:*	:	:	:	:	:	:	:	:	:	:	:	:	
(5-10 qts.)	57 :	3/ 52 :	48 :	157 :	:	:	1 :	1 :	57 :	52 :	:	49 :	158
(over 10 qts.)	285 :	:	242 :	527 :	:	:	7 :	7 :	285 :	:	:	249 :	534
Total can	342 :	:	:	:	:	:	:	:	342 :	:	:	:	
Total	825 :	15,290 :	2,010 :	18,125 :	243 :	1,414 :	99 :	1,756 :	1,068 :	16,704 :	2,109 :		19,881
TOTAL FLUID													
Gallons	50,781 :	391,423 :	122,681 :	564,885 :	41,187 :	33,303 :	20,898 :	95,388 :	91,968 :	424,726 :	143,579 :		660,273
Half gallons	42,272 :	987,603 :	22,897 :	1,052,772 :	112,048 :	178,665 :	8,701 :	299,414 :	154,320 :	1,166,268 :	31,598 :		1,352,186
Quarts	3,789 :	146,499 :	93 :	150,381 :	40,644 :	34,276 :	130 :	75,050 :	44,433 :	180,775 :	223 :		225,431
Pints	370 :	44,988 :	345 :	45,703 :	279 :	3,769 :	18 :	4,066 :	649 :	48,757 :	363 :		49,769
Half pints	3,789 :	279,310 :	1,629 :	284,728 :	326 :	5,341 :	60 :	5,727 :	4,115 :	284,651 :	1,689 :		290,455
Other	83 :	20,939 :	849 :	21,871 :	7 :	415 :	25 :	447 :	90 :	21,354 :	874 :		22,318
Total glass	101,084 :	:	:	:	194,491 :	:	:	:	295,575 :	:	:		
Bulk:*	:	:	:	:	:	:	:	:	:	:	:		
(5-10 qts.)	574 :	52 :	5,462 :	6,088 :	1,725 :	:	33,077 :	34,802 :	2,299 :	52 :	38,539 :		40,890
(over 10 qts.)	19,578 :	:	100,183 :	119,761 :	1,094 :	:	4,793 :	5,887 :	20,672 :	:	104,976 :		125,648
Total can	20,152 :	:	:	:	2,819 :	:	:	:	22,971 :	:	:		
Total	121,236 :	1,870,814 :	254,139 :	2,246,189 :	197,310 :	255,769 :	67,702 :	520,781 :	318,546 :	2,126,583 :	321,841 :		2,766,970

\* Quantities indicated under glass represent metal cans; under plastic represent mostly plastic bag-in-box containers.

1/ Number of markets for which complete data were available, excluding the New York-New Jersey market.

2/ Plain and flavored whole milk.

3/ Includes home-delivered.

4/ Includes plastic.

5/ Plain and fortified skim milk, plain and fortified 2 percent milk, flavored skim milk drinks, buttermilk, and yogurt.

6/ Less than 500 pounds.

7/ Includes eggnog.

8/ Light, heavy, and sour cream.



Table 4a.--Summary of fluid milk sales by method of distribution and size and type of containers, by handlers regulated in 66 Federal milk order markets 1/, November 1969

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Grand total
Thousand pounds												
WHOLE MILK ITEMS 2/												
Gallons	49,067	361,251	112,549	522,867	36,565	29,807	17,043	83,415	85,632	391,058	129,592	606,282
Half gallons	47,878	856,202	20,087	924,167	106,157	138,965	5,871	250,993	154,035	995,167	25,958	1,175,160
Quarts	10,015	200,194	3/ 26	210,235	68,788	33,838	277	102,903	78,803	234,032	303	313,138
Pints	66	25,747	9	25,822	7	572		579	73	26,319	9	26,401
Half pints	3,973	289,360	4/ 696	294,029	127	4,266		4,393	4,100	293,626	696	298,422
Other	55	18,231	57	18,343		5/ 217		217	55	18,448	57	18,560
Total glass	111,054				211,644				322,698			
Bulk:*												
(5-10 qts.)	502		5,487	5,989	1,439		26,335	27,774	1,941		31,822	33,763
(over 10 qts.)	18,501		100,958	119,459	1,050		4,880	5,930	19,551		105,838	125,389
Total can	19,003				2,489				21,492			
Total	130,057	1,750,985	239,869	2,120,911	214,133	207,665	54,406	476,204	344,190	1,958,650	294,275	2,597,115
SKIM MILK ITEMS 6/												
Gallons	7,576	73,779	3/11,503	92,858	5,147	6,543	3,975	15,665	12,723	80,322	15,478	108,523
Half gallons	11,067	230,762	3,006	244,835	22,215	54,984	3,382	80,581	33,282	285,746	6,388	325,416
Quarts	1,384	54,142	36	55,562	10,715	12,384	2	23,101	12,099	66,526	38	78,663
Pints	3/ 14	4,968	5	4,987	7/	157	6	163	14	5,125	11	5,150
Half pints	3/ 37	14,888	135	15,060	66	3/ 336	6	408	103	15,224	141	15,468
Other		2,921	10	2,931		63	1	64		2,984	11	2,995
Total glass	20,078				38,143				58,221			
Bulk:*												
(5-10 qts.)	65		3/ 977	1,042	286		3/7,703	7,989	351		8,680	9,031
(over 10 qts.)	2,385		10,161	12,546	88		3/ 224	312	2,473		10,385	12,858
Total can	2,450				374				2,824			
Total	22,528	381,460	25,833	429,821	38,517	74,467	15,299	128,283	61,045	455,927	41,132	558,104
MIXTURES												
Gallons	9	3/ 36	3/ 35	80					9	36	35	80
Half gallons	312	2,749	209	3,270	46	3/ 215	1	262	358	2,964	210	3,532
Quarts	338	19,935	49	20,322	418	2,294	5	2,717	756	22,229	54	23,039
Pints	205	15,355	3/ 20	15,580	222	2,825	7/	3,047	427	18,180	20	18,627
Half pints	1	193		194	13	16		29	14	209		223
Other		1,780	3/ 250	2,030		39	1	40		1,819	251	2,070
Total glass	865				699				1,564			
Bulk:*												
(5-10 qts.)	23		16	39					23		16	39
(over 10 qts.)	4/ 404		4/ 958	1,362					404		958	1,362
Total can	427								427			
Total	1,292	40,048	1,537	42,877	699	5,389	7	6,095	1,991	45,437	1,544	48,972

Continued

Continued



Table 4a.--Summary of fluid milk sales by method of distribution and size and type of containers, by handlers regulated in 66 Federal milk order markets I, November 1969 -Continued

[illegible]

	TOTAL FLUID											
Gallons	: 56,687 :	435,188	: 124,094 :	615,969	:: 41,712 :	36,354	: 21,018	: 99,084 ::	98,399	: 471,542 :	145,112	: 715,053
Half gallons	: 59,291 :	1,091,593	: 23,363 :	1,174,247	:: 128,420 :	194,201	: 9,255	: 331,876 ::	187,711	: 1,285,794 :	32,618	: 1,506,123
Quarts	: 11,959 :	276,724	: 122 :	288,805	:: 79,983 :	48,710	: 285	: 128,978 ::	91,942	: 325,434 :	407	: 417,783
Pints	: 455 :	50,429	: 346 :	51,230	:: 309 :	4,018	: 18	: 4,345 ::	764	: 54,447 :	364	: 55,575
Half pints	: 4,104 :	312,914	: 1,635 :	318,653	:: 343 :	5,464	: 62	: 5,869 ::	4,447	: 318,378 :	1,697	: 324,522
Other	: 83 :	24,192	: 849 :	25,124	:: 7 :	415	: 25	: 447 ::	90	: 24,607 :	874	: 25,571
Total glass	: <u>132,579</u> :		: :		:: <u>250,774</u> :		: :	: :	<u>383,353</u>	: :		
Bulk:*	: :		: :		:: :		: :	: :		: :		
(5-10 qts.)	: 709 :	57	: 6,643 :	7,409	:: 1,725 :		: 34,039	: 35,764 ::	2,434	: 57 :	40,682	: 43,173
(over 10 qts.)	: <u>21,930</u> :		: 112,862 :	134,792	:: 1,138 :		: 5,111	: 6,249 ::	23,068	: :	117,973	: 141,041
Total can	: <u>22,639</u> :		: :		:: <u>2,863</u> :		: :	: :	<u>25,502</u>	: :		
	: :		: :		:: :		: :	: :		: :		
Total	: <u>155,218</u> :	2,191,097	: 269,914 :	2,616,229	:: 253,637 :	289,162	: 69,813	: 612,612 ::	408,855	: 2,480,259 :	339,727	: 3,228,841

Quantities indicated under glass represent metal cans; under plastic represent mostly plastic bag-in-box containers.

- 1/ Number of markets for which complete data were available, including the New York-New Jersey market.
- 2/ Plain and flavored whole milk.
- 3/ Excludes New York-New Jersey to avoid disclosing restricted data.
- 4/ Includes home-delivered.
- 5/ Includes plastic.
- 6/ Plain and fortified skim milk, plain and fortified 2 percent milk, flavored skim milk drinks, buttermilk and yogurt.
- 7/ Less than 500 pounds.
- 8/ Light, heavy and sour cream.



Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61 Federal milk order markets 1/, November 1969 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
CENTRAL ILLINOIS												
Gallons	116	581	*	697	72	22	94	755	188	603	*	791
Half gallons	1,056	8,244	*	9,300	135	620	755	1,191	8,864			10,055
Quarts	30	448	*	478	35	59	94	65	507		*	572
Pints	12	182	*	194	3	16	19	15	198		*	213
Half pints	8	1,551	*	1,559	2/	36	36	8	1,587		*	1,595
Other		256		256	245				256			256
Total glass	1,222								1,467			
Bulk:φ												
(5-10 qts.)			*	*	*				*		*	*
(over 10 qts.)	139		556	695	9		9	148	556			704
Total can	139				9				148			95**
Total	1,361	11,262	556	13,179	254	753	1,007	1,615	12,015	556		14,281
CENTRAL WEST TEXAS												
Gallons	5	1,497		1,502	61	433	494	66	1,930			1,996
Half gallons	3	5,741		5,744	109	1,609	1,718	112	7,350			7,462
Quarts	2/	468		468	2	115	117	2	583			585
Pints		212		212		30	30		242			242
Half pints		1,167		1,167		142	142		1,309			1,309
Other		17		17	172	1	1	180	18			18
Total glass	8											
Bulk:φ												
(5-10 qts.)			8	8			69				77	77
(over 10 qts.)	57		667	724	7		25	64	685			749
Total can	57				7			64				
Total	65	9,102	675	9,842	179	2,330	2,596	244	11,432	762		12,438
CHATTANOOGA												
Gallons		4,214	4,171	8,385		*	173	173	4,214	4,344		8,558
Half gallons		4,880	*	4,880		339	339	339	5,219	*		5,219
Quarts		874		874		66	66	66	940			940
Pints		792		792		5	5	5	797			797
Half pints		1,669		1,669		6	6	6	1,675			1,675
Other		95		95		*	*	*	95			95
Total glass												
Bulk:φ												
(5-10 qts.)											*	*
(over 10 qts.)	*		*	*					*			
Total can	*								*			654**
Total	*	12,524	4,171	16,695		416	173	589	12,940	4,344		17,938

Continued





Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61  
Federal milk order markets 1/1, November 1969-Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
CONNECTICUT												
Gallons	4,465	6,933	3,200	14,598	1,351	439	508	2,298	5,816	7,372	3,708	16,896
Half gallons	3,554	14,231	1,363	19,148	9,565	1,151	*	10,716	13,119	15,382	1,363	29,864
Quarts	132	6,281	3	6,416	4,503	663	*	5,166	4,635	6,944	3	11,582
Pints	*	397	2	399	2	62		64	2	459	2	463
Half pints	246	6,556	2/	6,802	7	39		46	253	6,595	2/	6,848
Other	4	709	76	789	*	17	1	18	4	726	77	807
Total glass	8,401				15,428				23,829			
Bulk:φ												
(5-10 qts.)	66	*	246	312	*		1,704	1,704	66	*	1,950	2,016
(over 10 qts.)	437		2,171	2,608	17		23	40	454		2,194	2,648
Total can	503				17				520			
Total	8,904	35,107	7,061	51,072	15,445	2,371	2,236	20,052	24,349	37,478	9,297	71,301
CORPUS CHRISTI												
Gallons	822	2,027	*	2,849	1,058	116	*	1,174	1,880	2,143	*	4,023
Half gallons		3,417		3,417	*	990		990	*	4,407		4,407
Quarts		593		593		134		134		727		727
Pints		176		176		20		20		196		196
Half pints		1,291		1,291		54		54		1,345		1,345
Other		27		27		1		1		28		28
Total glass	822				1,058				1,880			
Bulk:φ												
(5-10 qts.)			39	39			40	40			79	79
(over 10 qts.)			424	424			28	23			452	452
Total can												
Total	822	7,531	463	8,816	1,058	1,315	68	2,441	1,880	8,846	531	11,372
DELAWARE VALLEY												
Gallons	3,164	18,842	11,639	33,645	592	339	2,543	3,474	3,756	19,181	14,182	37,119
Half gallons	1,773	36,022	1,873	39,668	10,594	3,467	95	14,156	12,367	39,489	1,968	53,824
Quarts	483	9,843	21	10,347	6,946	2,431	108	9,485	7,429	12,274	129	19,832
Pints	27	2,124		2,151	31	164		195	58	2,288		2,346
Half pints	129	8,331	2	8,462	62	553	2/	615	191	8,884	2	9,077
Other	*	764	*	764	*	59	*	59		823	*	823
Total glass	5,576				18,225				23,801			
Bulk:φ												
(5-10 qts.)	7	*	1,433	1,440		*	3,629	3,629	7	*	5,062	5,069
(over 10 qts.)	1,682		3,499	5,181	48		91	139	1,730		3,590	5,320
Total can	1,689				48				1,737			
Total	7,265	75,926	18,467	101,658	18,273	7,013	6,466	31,752	25,538	82,939	24,933	133,438

Continued

Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61  
Federal milk order markets 1/, November 1969 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	DES MOINES											
Gallons	408	4,933	101	5,447	1,030	568	36	1,634	1,438	5,506	137	7,081
Half gallons	335	8,332		8,667	458	3,009		3,467	793	11,341		12,134
Quarts	38	946		984	300	262		562	338	1,208		1,546
Pints	2	273		275	*	67		67	2	340		342
Half pints	33	3,192		3,225	*	58		58	33	3,250		3,283
Other		112		112		*		*		112		112
Total glass	816				1,788				2,604			
Bulk: (5-10 qts.)				*			288	288			288	288
(over 10 qts.)	274		1,302	1,576			*	*	274		1,302	1,576
Total can	274								274			
Total	1,090	17,793	1,403	20,286	1,783	3,964	324	6,076	2,878	21,757	1,727	26,439
	DULUTH SUPERIOR											
Gallons	*	*		*	*			*	*	*		*
Half gallons	715	3,816		4,531	158	769		927	873	4,585		5,458
Quarts	*	389		389	68	149		217	68	538		606
Pints	*	69		69	2	10		12	2	79		81
Half pints	*	650		650	*	2		2	*	652		652
Other	*	36		36		2				36		36
Total glass	715				228				943			
Bulk: (5-10 qts.)												
(over 10 qts.)	17		387	404			*	*	17		387	404
Total can	17								17			
Total	732	4,960	387	6,079	228	930	*	1,158	960	5,890	387	7,725
	EASTERN COLORADO											
Gallons	18	4,443		4,461	529	399	*	928	547	4,842	*	5,389
Half gallons	*	22,111	*	22,111	1,102	2,394	*	3,496	1,102	24,505	*	25,607
Quarts	*	2,046		2,046	218	226		444	218	2,272		2,490
Pints		377		377	*	57		57	*	434		434
Half pints		4,044	*	4,044	6	80	*	86	6	4,124	*	4,130
Other		316	*	316		*		1		316	1	317
Total glass	18				1,855				1,873			
Bulk: (5-10 qts.)												
(over 10 qts.)	*		144	144			422	422			566	566
Total can	*		2,244	2,244	*		57	57	*		2,301	2,301
Total	18	33,337	2,388	35,743	1,855	3,156	480	5,491	1,873	36,493	2,868	42,774

Continued

Continued



Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61 Federal milk order markets 1/, November 1969 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL					
	Glass		Plas- tic		Paper		Plas- tic		Glass		Paper		Plas- tic	
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Glass	Paper	Plas- tic
Thousand pounds														
EASTERN OHIO-WESTERN PENNSYLVANIA														
Gallons	2,230	4,599	9,687	16,516	486	881	3,121	4,488	2,716	5,480	12,808	21,004		
Half gallons	3,762	75,557	3,270	82,589	13,431	22,286	253	35,970	17,193	97,843	3,523	118,559		
Quarts	368	10,456	9	10,833	4,251	4,245	15	8,511	4,619	14,701	24	19,344		
Pints	7	2,694	69	2,770	20	238	6	264	27	2,932	75	3,034		
Half pints	861	15,945	271	17,077	18	129	18	165	879	16,074	289	17,242		
Other	9	1,325	7	1,341		8	1	9	9	1,333	8	1,350		
Total glass	7,237				18,206				25,443					
Bulk:ϕ														
(5-10 qts.)			522	522			4,589	4,589			5,111	5,111		
(over 10 qts.)	912		2,673	3,585	2/		17	17	912		2,690	3,602		
Total can	912								912					
Total	8,149	110,576	16,508	135,233	18,206	27,787	8,020	54,013	26,355	138,363	24,528	189,246		
EASTERN SOUTH DAKOTA														
Gallons	*	*	*	*	*	*	66	66	*	*	66	66		
Half gallons	*	2,359	*	2,359	1,284	2,704	*	3,988	1,284	5,063	*	6,347		
Quarts	*	180		180	63	274	*	337	63	454	*	517		
Pints		50		50		67		67		117		117		
Half pints		705		705		17		17		722		722		
Other		16	*	16		14	*	14		30	*	30		
Total glass	*				1,347				1,347					
Bulk:ϕ														
(5-10 qts.)			*	*			*	*			*	*		
(over 10 qts.)	*		953	953	*		5	5	*		958	958		
Total can	*				*				*					
Total	*	3,310	953	4,263	1,347	3,076	71	4,494	1,347	6,386	1,024	272**	9,029	
GEORGIA														
Gallons	207	7,534	19,008	26,749	1,027	122	984	2,133	1,234	7,656	19,992	28,882		
Half gallons	*	21,483	1,295	22,778	976	1,575	*	2,551	976	23,058	1,295	25,329		
Quarts	*	8,300		8,300	1,103	934		2,037	1,103	9,234		10,337		
Pints		1,860		1,860	*	46		46	*	1,906		1,906		
Half pints	*	11,796		11,796	*	505		505	*	12,301		12,301		
Other	4	705		709	*	*		*	4	705		709		
Total glass	211				3,106				3,317					
Bulk:ϕ														
(5-10 qts.)	*		*	*	*		*	*	*		*	*		
(over 10 qts.)	665		4,635	5,300	74		*	74	739		4,635	5,374		
Total can	665				74				739					
Total	876	51,678	24,938	77,492	3,180	3,182	984	7,346	4,056	54,860	25,922	85,324		

Continued

Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61  
Federal milk order markets 1/1, November 1969 -Con.

Size of container	WHOLESALE					HOME-DELIVERED					TOTAL				
	Glass	Paper	Plas- tic	Sub- total		Glass	Paper	Plas- tic	Sub- total		Glass	Paper	Plas- tic	Grand total	
	Thousand pounds														
	GREAT BASIN														
Gallons	271	140	729	1,140	10	68	51		129	281	208	780	1,269		
Half gallons	621	9,635	90	10,346	2,505	487	1,146		4,138	3,126	10,122	1,236	14,484		
Quarts	10	1,322		1,332	295	167			462	305	1,489		1,794		
Pints	1	211	22	234	24	12	8		44	25	223	30	278		
Half pints	2	3,290	32	3,324	4	10	4		18	6	3,300	36	3,342		
Other		76	2	78		2/	2/		2/		76	2	78		
Total glass	905				2,838					3,743					
Bulk:φ															
(5-10 qts.)			206	206			68		68			274	274		
(over 10 qts.)	7		2,954	2,961						7		2,954	2,961		
Total can	7									7					
Total	912	14,674	4,035	19,621	2,838	744	1,277		4,859	3,750	15,418	5,312	24,480		
	INDIANA														
Gallons	1,956	28,853	3,030	33,839	3,595	3,032	554		7,181	5,551	31,885	3,584	41,020		
Half gallons	675	34,018	*	34,693	2,486	6,425			8,911	3,161	40,443	*	43,604		
Quarts	98	3,320		3,418	386	1,199			1,585	484	4,519		5,003		
Pints	*	826		826	4	132			136	4	958		962		
Half pints	*	10,677		10,677	46	482			528	46	11,159		11,205		
Other		1,778		1,778	*	128			128		1,906		1,906		
Total glass	2,729				6,517					9,246					
Bulk:φ															
(5-10 qts.)	113		*	113	542		733		1,275	655		733	1,388		
(over 10 qts.)	1,348		1,903	3,251	*		*		*	1,348		1,903	3,251		
Total can	1,461				542					2,003			157**		
Total	4,190	79,472	4,933	88,595	7,059	11,398	1,287		19,744	11,249	90,870	6,220	108,496		
	INLAND EMPIRE														
Gallons	202	2,661	891	3,754	22	154	1,372		1,548	224	2,815	2,263	5,302		
Half gallons	57	2,635	27	2,719		528	4		532	57	3,163	31	3,251		
Quarts	12	648	10	670	103	209	2/		312	115	857	10	982		
Pints	5	153	20	178		25	2/		25	5	178	20	203		
Half pints	84	880	29	993		6	2		8	84	886	31	1,001		
Other		5/ 19		19							19		19		
Total glass	360				125					485					
Bulk:φ															
(5-10 qts.)															
(over 10 qts.)	104		6/ 552	656						104		552	656		
Total can	104									104					
Total	464	6,996	1,529	8,989	125	922	1,378		2,425	589	7,918	2,907	11,414		

Continued

Continued

Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61  
Federal milk order markets 1/1, November 1969 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL					
	Glass		Paper		Plas- tic		Sub- total		Glass		Paper		Plas- tic	
	Glass	Paper	Glass	Paper	Glass	Paper	Glass	Paper	Glass	Paper	Glass	Paper	Glass	Paper
Thousand pounds														
KANSAS CITY														
Gallons	416	8,250	4,664	13,330	85	661	690	1,436	501	8,911	5,354	14,766		
Half gallons	287	22,274	*	22,561	158	2,446	*	2,604	445	24,720	*	25,165		
Quarts	24	2,299		2,323	40	359		399	64	2,658		2,722		
Pints	*	617		617	*	66		66	*	683		683		
Half pints	*	6,562		6,562	*	12		12	*	6,574		6,574		
Other		257		257		11		11		268		268		
Total glass	727				283				1,010					
Bulk:φ														
(5-10 qts.)			2	2			532	532			534	534		
(over 10 qts.)	63		2,280	2,343					63		2,280	2,343		
Total can	63								63					
Total	790	40,259	6,946	47,995	283	3,555	1,222	5,060	1,073	43,814	8,168	55,692		
KNOXVILLE														
Gallons	*	3,979	*	3,979	604	704	*	1,308	604	4,683	*	5,287		
Half gallons	*	1,806		1,806	*	525		525	*	2,331		2,331		
Quarts	*	533		533	83	126		209	83	659		742		
Pints		611		611		4		4		615		615		
Half pints		1,727		1,727		2		2		1,729		1,729		
Other		52		52		*		*		52		52		
Total glass	*				687				687					
Bulk:φ														
(5-10 qts.)														
(over 10 qts.)	133		*	133			*	*	133		*	133		
Total can	133								133					
Total	133	8,708	*	8,841	687	1,361	*	2,048	820	10,069	*	12,126		
LOUISVILLE-LEX.-EVANS.														
Gallons	219	15,515	21	15,755	1,278	1,108		2,386	1,497	16,623	21	18,141		
Half gallons	422	20,082		20,504	1,517	2,394		3,911	1,939	22,476		24,415		
Quarts	24	3,219		3,243	135	430		565	159	3,649		3,808		
Pints		1,413		1,413		40		40		1,453		1,453		
Half pints	41	8,780		8,821	*	55		55	41	8,835		8,876		
Other		741		741		*				741		741		
Total glass	706				2,930				3,636					
Bulk:φ														
(5-10 qts.)			*	*			*	*			*	*		
(over 10 qts.)	247		3,425	3,672			*	*	247		3,425	3,672		
Total can	247								247					
Total	953	49,750	3,446	54,149	2,930	4,027	*	6,957	3,883	53,777	3,446	61,307		

Continued

Continued



Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61 Federal milk order markets 1/, November 1969 -Con.

[illegible]

MASSACHUSETTS-R. I.-N. H.

Gallons	1,499	:	11,087	:	6,852	:	19,438	:	2,373	:	368	:	236	:	2,977	:	3,872	:	11,455	:	7,088	:	22,415
Half gallons	2,331	:	65,930	:	6,835	:	75,096	:	21,430	:	6,007	:	76	:	27,513	:	23,761	:	71,937	:	6,911	:	102,609
Quarts	498	:	8,956	:	*	:	9,454	:	11,666	:	2,051	:		:	13,717	:	12,164	:	11,007	:	*	:	23,171
Pints	114	:	1,045	:		:	1,159	:	16	:	194	:		:	210	:	130	:	1,239	:		:	1,369
Half pints	756	:	16,232	:	*	:	16,988	:	37	:	72	:		:	109	:	793	:	16,304	:		:	17,097
Other		:	1,259	:		:	1,259	:	*	:	3	:		:	3	:	*	:	1,262	:	*	:	1,262
Total glass	<u>5,198</u>	:		:		:		:	<u>35,522</u>	:		:		:		:	<u>40,720</u>	:		:		:	
Bulk:φ		:		:		:		:		:		:		:		:		:		:		:	
(5-10 qts.)	247	:	*	:	70	:	317	:		:		:	3,448	:	3,448	:	247	:	*	:	3,518	:	3,765
(over 10 qts.)	<u>1,972</u>	:		:	6,627	:	8,599	:	<u>31</u>	:		:	14	:	45	:	2,003	:		:	6,641	:	8,644
Total can	<u>2,219</u>	:		:		:		:	<u>31</u>	:		:		:		:	<u>2,250</u>	:		:		:	
Total	7,417	:	104,509	:	20,384	:	132,310	:	35,553	:	8,695	:	3,774	:	48,022	:	42,970	:	113,204	:	24,158	:	180,373

## MEMPHIS

Gallons	:		: 759 :	478 :	1,237 ::	* : *	:	*	:	:	759 :	478 :	1,237
Half gallons	:	*	: 13,568 :	18 :	13,586 ::	594 : *	:	594	:	:	14,162 :	18 :	14,180
Quarts	:	*	: 1,956 :	:	1,956 ::	70 : *	:	70	:	:	2,026 :	:	2,026
Pints	:	:	: 737 :	:	737 ::	6 : *	:	6	:	:	743 :	:	743
Half pints	:	:	: 4,490 :	:	4,490 ::	9 : *	:	9	:	:	4,499 :	:	4,499
Other	:	:	: 92 :	:	92 ::	:	:	:	:	:	92 :	:	92
Total glass	:	- * -	:	:	:	- * -	:	:	:	:	:	:	:
Bulk: $\phi$	:	:	:	:	:	:	:	:	:	:	:	:	:
(5-10 qts.)	:	:	:	:	:	:	:	:	:	:	:	:	:
(over 10 qts.)	:	*	:	439 :	439 ::	* : *	:	*	:	:	439 :	:	439
Total can	:	- * -	:	:	:	- * -	:	:	:	:	:	:	:
	:	:	:	:	:	:	:	:	:	:	:	:	567**
Total :	:	*	: 21,602 :	935 :	22,537 ::	679 : *	:	679	:	:	22,281 :	935 :	23,783

Continued

Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61  
Federal milk order markets 1/, November 1969 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	MIAMI VALLEY											
Gallons	157	7,683		7,840	467	714		1,181	624	8,397		9,021
Half gallons	239	8,632		8,871	738	2,031		2,769	977	10,663		11,640
Quarts	107	916		1,023	27	395		422	134	1,311		1,445
Pints	1	662		663	1	43		44	2	705		707
Half pints	15	2,916		2,931	2/	10		10	15	2,926		2,941
Other		296		296						296		296
Total glass	519				1,233				1,752			
Bulk:φ												
(5-10 qts.)			7	7			1,671	1,671			1,678	1,678
(over 10 qts.)	25		669	694	29			29	54		669	723
Total can	25				29				54			
Total	544	21,105	676	22,325	1,262	3,193	1,671	6,126	1,806	24,298	2,347	28,451
	MICHIGAN UPPER PENINSULA											
Gallons		57		57	*	*		*	*	57		57
Half gallons	11	3,101		3,112	274	1,156		1,430	285	4,257		4,542
Quarts	*	437		437	193	148		341	193	585		778
Pints	*	51		51	3	17		20	3	68		71
Half pints	32	623		664	1	3	3	7	33	626	12	671
Other			2	2			2/	2/			2	2
Total glass	43				471				514			
Bulk:φ												
(5-10 qts.)												
(over 10 qts.)	257		*	257					257		*	257
Total can	257								257			292**
Total	300	4,269	11	4,580	471	1,324	3	1,798	771	5,593	14	6,670
	MINNESOTA-NORTH DAKOTA											
Gallons	3/ 26	558	361	945		83	34	117	26	641	395	1,062
Half gallons	10	7,836		7,846	25	2,167		2,192	35	10,003		10,038
Quarts	3	891		894	13	239		252	16	1,130		1,146
Pints		248		248		45		45		293		293
Half pints	45	1,451		1,496		20		20	45	1,471		1,516
Other		41		41		2		2		43		43
Total glass	84				38				122			
Bulk:φ												
(5-10 qts.)	2		3/ 135	137					2		135	137
(over 10 qts.)	65		1,596	1,661			18	18	65		1,614	1,679
Total can	67								67			
Total	151	11,025	2,092	13,268	38	2,556	52	2,646	189	13,581	2,144	15,914

Continued

Continued





Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61  
Federal milk order markets 1/1, November 1969 -Con.

Size of container	WHOLESALE					HOME-DELIVERED					TOTAL				
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total	Plas- tic	Grand total	Grand total
Thousand pounds															
NEW ORLEANS															
Gallons	779	*	1,951	2,730	428	2,817	131	559	1,207	*	2,082	3,289			
Half gallons	170	11,469		11,639	940	504		3,757	1,110	14,286		15,396			
Quarts	147	2,432		2,579	693	37		1,197	840	2,936		3,776			
Pints	1	634		635	2	10		30	3	671		674			
Half pints	146	3,513		3,659	1	*		11	147	3,523		3,670			
Other		172		172				*		172		172			
Total glass	1,243				2,064				3,307						
Bulk:φ															
(5-10 qts.)			*	*			*	*			*	*			
(over 10 qts.)	104		714	818			*	*	104		714	818			
Total can	104								104						
Total	1,347	18,220	2,665	22,232	2,064	3,368	131	5,563	3,411	21,588	2,796	27,813			
NEW YORK-NEW JERSEY															
Gallons	5,906	43,783	1,444	51,133	525	3,051	120	3,696	6,431	46,834	1,564	54,829			
Half gallons	17,019	104,029	474	121,522	16,373	15,538	555	32,466	33,392	119,567	1,029	153,988			
Quarts	8,171	130,224	33	138,428	39,340	14,435	155	53,930	47,511	144,659	188	192,358			
Pints	86	5,442	2	5,530	30	250	2/	280	116	5,692	2	5,810			
Half pints	317	33,602	6	33,925	16	129	2	147	333	33,731	8	34,072			
Other		5/ 3,279		3,279						3,279		3,279			
Total glass	31,499				56,284				87,783						
Bulk:φ															
(5-10 qts.)	135	5	1,183	1,323			1,120	1,120	135	5	2,303	2,443			
(over 10 qts.)	2,352		12,679	15,031	44		320	364	2,396		12,999	15,395			
Total can	2,487				44				2,531						
Total	33,986	320,364	15,821	370,171	56,328	33,403	2,272	92,003	90,314	353,767	18,093	462,174			
NORTH CENTRAL IOWA															
Gallons	219	1,016	95	1,330	300	315	126	741	519	1,331	221	2,071			
Half gallons	15	2,017	*	2,032	114	1,271	*	1,385	129	3,288	*	3,417			
Quarts	15	207		222	32	116		148	47	323		370			
Pints	*	79		79	*	19		19	*	98		98			
Half pints	*	870	10	880	*	1	1	2	*	871	11	882			
Other		*		*		*		*		*		*			
Total glass	249				446				695						
Bulk:φ															
(5-10 qts.)	40			40	*			*	40			40			
(over 10 qts.)	741			741	106			106	847			847			
Total can	781				106				887						
Total	1,030	4,189	105	5,324	552	1,722	127	2,401	1,582	5,911	232	8,022			

Continued

Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61  
Federal milk order markets 1/, November 1969 -Con.

Size of container	WHOLESALE					HOME-DELIVERED					TOTAL				
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Glass	Paper	Plas- tic	Grand total
Thousand pounds															
NORTH TEXAS															
Gallons	6,093	19,602	3,875	29,570	2,395	554	1,151	4,100	8,488	20,156	5,026				33,670
Half gallons	12	23,077	94	23,183	285	2,316	97	2,698	297	25,393	191				25,881
Quarts		3,643		3,643	2/	451		451	2/	4,094					4,094
Pints		2,780		2,780		69		69		2,849					2,849
Half pints		7,916		7,916		76		76		7,992					7,992
Other		153		153		2/		2/		153					153
Total glass	6,105				2,680				8,785						
Bulk:φ															
(5-10 qts.)			7	7			299	299			306				306
(over 10 qts.)			3,215	3,215	26		61	87	26		3,276				3,302
Total can					26				26						
Total	6,105	57,171	7,191	70,467	2,706	3,466	1,608	7,780	8,811	60,637	8,799				78,247
NORTHERN LOUISIANA															
Gallons	315		1,903	2,218	520		285	805	835		2,188				3,023
Half gallons	489	5,171		5,660	530	1,803		2,333	1,019	6,974					7,993
Quarts	28	782		810	62	271		333	90	1,053					1,143
Pints		240		240		35		35		275					275
Half pints	133	1,798		1,931	*	145		145	133	1,943					2,076
Other		135		135		*		*		135					135
Total glass	965				1,112				2,077						
Bulk:φ															
(5-10 qts.)		*	*	*			*	*		*	*				*
(over 10 qts.)	108		272	380	*		*	*	108		272				380
Total can	108				*				108						
Total	1,073	8,126	2,175	11,374	1,112	2,254	285	3,651	2,185	10,380	2,460				15,054
NORTHWESTERN OHIO															
Gallons	102	6,591	465	7,158	548	214		762	650	6,805	465				7,920
Half gallons	1,782	9,639	259	11,680	1,131	839		1,970	2,913	10,478	259				13,650
Quarts	15	678	1	694	82	195		277	97	873	1				971
Pints	2	168	8	178	4	24		28	6	192	8				206
Half pints	41	2,477	2/	2,518	2/	9		9	41	2,486	2/				2,527
Other		66		66		1		1		67					67
Total glass	1,942				1,765				3,707						
Bulk:φ															
(5-10 qts.)	2/		16	16			72	72	2/		88				88
(over 10 qts.)	216		357	573	14		2/	14	230		357				587
Total can	216				14				230						
Total	2,158	19,619	1,106	22,883	1,779	1,282	72	3,133	3,937	20,901	1,178				26,016

Continued

Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61 Federal milk order markets 1/, November 1969 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
OKLAHOMA METROPOLITAN												
Gallons	*	11,200	264	11,464	299	1,119	16	1,434	299	12,319	280	12,898
Half gallons	29	13,815	*	13,844	341	2,172	*	2,513	370	15,987	*	16,357
Quarts	*	1,625	*	1,625	*	280	*	280	*	1,905	*	1,905
Pints		276	21	297		41	*	41		317	21	338
Half pints		3,360	457	3,817		163	3	166		3,523	460	3,983
Other		504	64	568		14	*	14		518	64	582
Total glass	29				640				669			
Bulk:φ												
(5-10 qts.)			166	166			933	933			1,099	1,099
(over 10 qts.)	*		1,670	1,670	*		29	29	*		1,699	1,699
Total can	29				*				*			71**
Total	29	30,780	2,642	33,451	640	3,789	981	5,410	669	34,569	3,623	38,932
PADUCAH												
Gallons		935		935		45		45		980		980
Half gallons		4,689		4,689		229		229		4,918		4,918
Quarts		5/ 554		554		35		35		589		589
Pints		133		133		3		3		136		136
Half pints		1,292	10	1,302		15		15		1,307	10	1,317
Other		115	3	118		1		1		116	3	119
Total glass												
Bulk:φ												
(5-10 qts.)												
(over 10 qts.)	51		3/ 229	280					51		229	280
Total can	51								51			
Total	51	7,718	242	8,011		328		328	51	8,046	242	8,339
PUGET SOUND												
Gallons	21	12,311	14	12,346		1,414	855	2,269	21	13,725	869	14,615
Half gallons	326	16,438	41	16,805		5,302	1,467	9,747	3,304	21,740	1,508	26,552
Quarts	22	3,224		3,246		1,468		2,131	685	4,692		5,377
Pints	2	732		734		114		116	4	846		850
Half pints		3,916		3,916		299		314	15	4,215		4,230
Other		267		267		8		8		275		275
Total glass	371				3,658				4,029			
Bulk:φ												
(5-10 qts.)			200	200			85	85			285	285
(over 10 qts.)	139		2,777	2,916	9		29	38	148		2,806	2,954
Total can	139				9				148			
Total	510	36,888	3,032	40,430	3,667	8,605	2,436	14,708	4,177	45,493	5,468	55,138

Continued



Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61  
Federal milk order markets 1/1, November 1969 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	QUAD CITIES DUBUQUE											
Gallons	383	2,404	*	2,787	1,185	309	*	1,494	1,568	2,713	*	4,281
Half gallons	662	4,996	*	5,658	1,343	1,984		3,327	2,005	6,980	*	8,985
Quarts	36	613		649	164	351		515	200	964		1,164
Pints	*	173		173	15	56		71	15	229		244
Half pints	3	2,138	*	2,141	*	7	1	8	3	2,145	1	2,149
Other		411	*	411		*		*		411	*	411
Total glass	1,084				2,707				3,791			
Bulk:φ												
(5-10 qts.)			41	41			43	43			84	84
(over 10 qts.)	110		1,304	1,414	*		*	*	110		1,304	1,414
Total can	110				*				110			
Total	1,194	10,735	1,345	13,274	2,707	2,707	44	5,458	3,901	13,442	1,389	19,729
	RED RIVER VALLEY											
Gallons	64	2,333	227	2,624	72	75	1	148	136	2,408	228	2,772
Half gallons		5,223		5,223	*	188		188	*	5,411		5,411
Quarts		520		520	8	31		39	8	551		559
Pints		127		127		5		5		132		132
Half pints		1,711	*	1,711		70	*	70		1,781	*	1,781
Other		*	*	*		*		*		*	*	*
Total glass	64				80				144			
Bulk:φ												
(5-10 qts.)			*	*			*	*			*	*
(over 10 qts.)			1,299	1,299			*	*		1,299		1,299
Total can												
Total	64	9,914	1,526	11,504	80	369	1	450	144	10,283	1,527	12,013
	RIO GRANDE VALLEY											
Gallons		2,007	460	2,467	55	110	42	207	55	2,117	502	2,674
Half gallons	498	10,247		10,745	512	2,516		3,028	1,010	12,763		13,773
Quarts	2	815		817	25	133		158	27	948		975
Pints		4/ 181		181		4/ 22		22		203		203
Half pints	28	3,028	41	3,097	1	4	2	7	29	3,032	43	3,104
Other		6	47	53			2/			6	47	53
Total glass	528				593				1,121			
Bulk:φ												
(5-10 qts.)			5	5			132	132			137	137
(over 10 qts.)	3/ 764		1,025	1,789			103	103	764		1,128	1,892
Total can	764								764			
Total	1,292	16,284	1,578	19,154	593	2,785	279	3,657	1,885	19,069	1,857	22,811

Continued

Continued

Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61  
Federal milk order markets 1/, November 1969 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	ST. LOUIS-OZARKS											
Gallons	93	16,624	6,024	22,741	148	816	94	1,058	241	17,440	6,118	23,799
Half gallons	1,248	33,376	813	35,437	2,714	3,449	*	6,163	3,962	36,825	813	41,600
Quarts	80	2,887		2,967	102	417		519	182	3,304		3,486
Pints	6	670		676	13	49		62	19	719		738
Half pints	13	8,925	36	8,974	10	146	2	158	23	9,071	38	9,132
Other		231	81	312		*	*	*		231	81	312
Total glass	1,440				2,987				4,427			
Bulk:φ												
(5-10 qts.)			30	30			400	400			430	430
(over 10 qts.)	1,438		4,110	5,548	*		*	*	1,438		4,110	5,548
Total can	1,438				*				1,438			76**
Total	2,878	62,713	11,094	76,685	2,987	4,877	496	8,360	5,865	67,590	11,590	85,121
	SAN ANTONIO											
Gallons	962	1,423		2,385	898	254		1,152	1,860	1,677		3,537
Half gallons	46	11,604		11,650	244	1,334		1,578	290	12,938		13,228
Quarts	*	990		990	45	243		288	45	1,233		1,278
Pints		216		216		19		19		235		235
Half pints	*	2,278		2,278	*	89		89	*	2,367		2,367
Other		18		18		*		*		18		18
Total glass	1,008				1,187				2,195			
Bulk:φ												
(5-10 qts.)			*	*			266	266		266		266
(over 10 qts.)	26		2,529	2,555			37	37	26	2,566		2,592
Total can	26								26			85**
Total	1,034	16,529	2,529	20,092	1,187	1,939	303	3,429	2,221	18,468	2,832	23,606
	SOUTH TEXAS											
Gallons	7,374	9,887	1,506	18,767	3,530	255	44	3,829	10,904	10,142	1,550	22,596
Half gallons	80	14,660	7	14,747	823	1,462	7	2,292	903	16,122	14	17,039
Quarts	30	2,545		2,575	142	177		319	172	2,722		2,894
Pints		1,695		1,695		55		55		1,750		1,750
Half pints	2/	5,309	2	5,311	4	102	2/	106	4	5,411	2	5,417
Other		10		10		1		1		11		11
Total glass	7,484				4,499				11,983			
Bulk:φ												
(5-10 qts.)			300	300			791	791			1,091	1,091
(over 10 qts.)	16		1,098	1,114			2	2	16		1,100	1,116
Total can	16								16			
Total	7,500	34,106	2,913	44,519	4,499	2,052	844	7,395	11,999	36,158	3,757	51,914

Continued

Continued



Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61 Federal milk order markets 1/1, November 1969 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
SOUTHEASTERN FLORIDA												
Gallons	1,343	565	5,909	7,817	241	423	563	1,227	1,584	988	6,472	9,044
Half gallons	1,983	17,036	500	19,519	2,122	1,812		3,934	4,105	18,848	500	23,453
Quarts	2/	4,823		4,823	673	605		1,278	673	5,428		6,101
Pints		1,308		1,308		127		127		1,435		1,435
Half pints		4,604		4,604		151		151		4,755		4,755
Other		83		83		2/		2/		83		83
Total glass	3,326				3,036				6,362			
Bulk:φ												
(5-10 qts.)	15			15	1,013			1,013	1,028			1,028
(over 10 qts.)	1,744			1,744	44			44	1,788			1,788
Total can	1,759				1,057				2,816			
Total	5,085	28,419	6,409	39,913	4,093	3,118	563	7,774	9,178	31,537	6,972	47,687
SOUTHEASTERN MINNESOTA-N. IOWA												
Gallons	*	1,621	176	1,797	*	672	76	748	*	2,293	252	2,545
Half gallons	12	6,983		6,995	161	2,876		3,037	173	9,859		10,032
Quarts	2	510		512	54	213		267	56	723		779
Pints		177	2/	177	*	64	2/	64	*	241	2/	241
Half pints	51	1,930	18	1,999	2/	15	7	22	51	1,945	25	2,021
Other		42	2	44		4	2/	4		46	2	48
Total glass	65				215				280			
Bulk:φ												
(5-10 qts.)			*	*			*	*			*	*
(over 10 qts.)	259		1,125	1,384			32	32	259		1,157	1,416
Total can	259								259			
Total	324	11,263	1,321	12,908	215	3,844	115	4,174	539	15,107	1,436	17,305
SOUTHERN ILLINOIS												
Gallons	989	6,061	*	7,050	197	1,034	*	1,231	1,186	7,095	*	8,281
Half gallons	1,370	18,370		19,740	884	2,148		3,032	2,254	20,518		22,772
Quarts	25	1,355		1,380	60	143		203	85	1,498		1,583
Pints	2	359		361	*	41		41	2	400		402
Half pints	161	4,827	*	4,988	*	19	*	19	161	4,846	*	5,007
Other	14	298	*	312		1	*	1	14	299	*	313
Total glass	2,561				1,141				3,702			
Bulk:φ												
(5-10 qts.)							82	82			82	82
(over 10 qts.)	89		3,830	3,919			*	*	89		3,830	3,919
Total can	89								89			
Total	2,650	31,270	3,830	37,750	1,141	3,386	82	4,609	3,791	34,656	3,912	42,609

Continued



Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61  
Federal milk order markets 1/, November 1969 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	SOUTHERN MICHIGAN											
Gallons	69	25,728	443	26,240	11	447	40	498	80	26,175	483	26,738
Half gallons	3,225	99,582	1,542	104,349	5,498	20,785	205	26,488	8,723	120,367	1,747	130,837
Quarts	363	8,333		8,696	2,054	3,118		5,172	2,417	11,451		13,868
Pints	13	3,148	25	3,186	13	218		231	26	3,366	25	3,417
Half pints	382	15,959	1	16,342	3	54		57	385	16,013	1	16,399
Other	9	2,770	58	2,837		14		14	9	2,784	58	2,851
Total glass	4,061				7,579				11,640			
Bulk:φ												
(5-10 qts.)	78	1	34	113			264	264	78	1	298	377
(over 10 qts.)	2,075		2,146	4,221			18	18	2,075		2,164	4,239
Total can	2,153								2,153			
Total	6,214	155,521	4,249	165,984	7,579	24,636	527	32,742	13,793	180,157	4,776	198,726
	TAMPA BAY											
Gallons	396	32	2,932	3,360	548		324	872	944	32	3,256	4,232
Half gallons	578	10,044	172	10,794	1,443	1,069	12	2,524	2,021	11,113	184	13,318
Quarts	21	2,530	2/	2,551	566	549	2/	1,115	587	3,079	2/	3,566
Pints		759		759		94		94		853		553
Half pints		3,339	7	3,346		61	2/	61		3,400	7	3,407
Other		145		145		2/		2/		145		145
Total glass	995				2,557				3,552			
Bulk:φ												
(5-10 qts.)			10	10			525	525			535	535
(over 10 qts.)	19		893	912	3		34	37	22		927	949
Total can	19				3				22			
Total	1,014	16,849	4,014	21,877	2,560	1,773	895	5,228	3,574	18,622	4,909	27,105
	TEXAS PANHANDLE											
Gallons	*	2,119	292	2,411	153	227	12	392	153	2,346	304	2,803
Half gallons	*	2,549		2,549	110	421		531	110	2,970		3,080
Quarts	*	284	*	284	19	45		64	19	329	*	348
Pints		86		86		16		16		102		102
Half pints		825	13	838		22	2	24		847	15	262
Other		7		7						7		7
Total glass	*				282				282			
Bulk:φ												
(5-10 qts.)												
(over 10 qts.)			186	186			*	*			186	186
Total can												
Total	*	5,870	491	6,361	282	731	14	1,027	282	6,601	505	7,404

Continued

Continued

Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61  
Federal milk order markets 1//, November 1969 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
TRI-STATE												
Gallons	2,554	11,675	1,862	16,091	407	590	12	1,009	2,961	12,265	1,874	17,100
Half gallons	533	5,814		6,347	90	427		517	623	6,241		6,864
Quarts		1,459		1,459		160		160		1,619		1,619
Pints		564		564		8		8		572		572
Half pints		3,446		3,446		62		62		3,508		3,508
Other		121		121		2/		2/		121		121
Total glass	3,087				497				3,584			
Bulk:Ø												
(5-10 qts.)			304	304			602	602			906	906
(over 10 qts.)	205		367	572	1/			1	206		367	573
Total can	205				1/				206			
Total	3,292	23,079	2,533	28,904	498	1,247	614	2,359	3,790	24,326	3,147	31,263
UPPER CHESAPEAKE BAY												
Gallons	*	*	6,001	6,001		*	2,426	2,426	*	*	8,427	8,427
Half gallons	1,583	13,765	*	15,348	2,396	3,663	*	6,059	3,979	17,428	*	21,407
Quarts	198	2,652		2,850	1,202	1,697		2,899	1,400	4,349		5,749
Pints	*	883		883		53		53	*	936		936
Half pints	*	7,601		7,601	*	12		12	*	7,613		7,613
Other		106	*	106						106	*	106
Total glass	1,781				3,598				5,379			
Bulk:Ø												
(5-10 qts.)			207	207			*	*			207	207
(over 10 qts.)	*		1,967	1,967	*			*	*		1,967	1,967
Total can	*				*				*			
Total	1,781	25,007	8,175	34,963	3,598	5,425	2,426	11,449	5,379	30,432	10,601	49,587
UPPER FLORIDA												
Gallons	474	2,517	5,341	8,332	403	82	662	1,147	877	2,599	6,003	9,479
Half gallons	421	13,446	181	14,048	617	2,331	254	3,202	1,038	15,777	435	17,250
Quarts		2,599		2,599	118	585		703	118	3,184		3,302
Pints		1,178		1,178		132		132		1,310		1,310
Half pints		5,445		5,445		90		90		5,535		5,535
Other		229	2/	229		2/				229	2/	229
Total glass	895				1,138				2,033			
Bulk:Ø												
(5-10 qts.)			4	4			416	416			420	420
(over 10 qts.)	2/		379	379			24	24	2/		403	403
Total can	2/								2/			
Total	895	25,414	5,905	32,214	1,138	3,220	1,356	5,714	2,033	28,634	7,261	37,928

Continued

Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61  
Federal milk order markets 1/, November 1969 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
UPSTATE MICHIGAN												
Gallons		181		181		16		16		197		197
Half gallons		1,683		1,683		288		288		1,971		1,971
Quarts		179		179		69		69		248		248
Pints		24		24		5		5		29		29
Half pints		7/ 450	2	452		4	1	5		454	3	457
Other												
Total glass												
Bulk:φ												
(5-10 qts.)												
(over 10 qts.)	3		6/87	90					3		87	90
Total can	3								3			
Total	3	2,517	89	2,609		382	1	383	3	2,899	90	2,992
WASHINGTON, D.C.												
Gallons	224	1,858	2,464	4,546	2/	36	7	43	224	1,894	2,471	4,589
Half gallons	519	33,732	495	34,746	2,132	2,689	96	4,917	2,651	36,421	591	39,663
Quarts	1	4,659	*	4,660	802	702		1,504	803	5,361	*	6,164
Pints	29	1,541	31	1,601	1	94		95	30	1,635	31	1,696
Half pints	2	8,263	65	8,330	2/	76	1	77	2	8,339	66	8,407
Other		55	43	98						55	43	98
Total glass	775				2,935				3,710			
Bulk:φ												
(5-10 qts.)			*	*			*	*			*	*
(over 10 qts.)	10		2,423	2,433			1	1	10		2,424	2,434
Total can	10								10			
Total	785	50,108	5,521	56,414	2,935	3,597	105	6,637	3,720	53,705	5,626	63,118
WESTERN COLORADO												
Gallons												
Half gallons		1,220		1,220		144		144		1,364		1,364
Quarts		125		125	*	13		13	*	138		138
Pints		24		24	*	2		2	*	26		26
Half pints		418		418	*	2/		2/	*	418		418
Other												
Total glass		*		*	-	*		*	-	*		*
Bulk:φ												
(5-10 qts.)			*	*			*	*			*	*
(over 10 qts.)			159	159			*	*			159	159
Total can												57**
Total		1,787	159	1,946	*	159	*	159	*	1,946	159	2,162

Continued



Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 61 Federal milk order markets 1/, November 1969 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
Thousand pounds												
WICHITA												
Gallons	73	1,908	3,299	5,280	128	307	638	1,073	201	2,215	3,937	6,353
Half gallons	*	4,767		4,767	43	1,155		1,198	43	5,922		5,965
Quarts	6	601		607	20	94		114	26	695		721
Pints	*	153		153	*	21		21	*	174		174
Half pints	2/	1,783		1,783	*	27		27	2/	1,810		1,810
Other		51		51		1		1		52		52
Total glass	79				191				270			
Bulk:φ												
(5-10 qts.)			*	*			251	251			251	251
(over 10 qts.)	625			625	*			*	625			625
Total can	625				*				625			
Total	704	9,263	3,299	13,266	191	1,605	889	2,685	895	10,868	4,188	15,999

φ Quantities indicated under glass represent metal cans; under plastic represent mostly plastic bag-in-box containers.

\* Represents sales made by fewer than three handlers, which cannot be shown without revealing volume of their individual business.

\*\* Total of all restricted items. Restricted total must be added to subtotals (wholesale and home-delivered) or to totals of glass, paper, and plastic to obtain grand total.

1/ Number of markets for which complete data were available.

2/ Less than 500 pounds.

3/ Includes home-delivered.

4/ Includes glass.

5/ Includes plastic.

6/ Includes 5-10 quarts.

7/ Includes "Other".

Table 6.--Percentage of total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 62 Federal milk order markets 1/, November 1969

Marketing area	Size of Container										Type of Container				Method of Distribution	
	Percent										Percent				Percent	
	Gal.	1/2-Gal.	Qt.	Pt.	1/2-Pt.	Other	Bulk	5-10	Over	10-Qt.	Glass	Paper	Plastic	Can	Whole-sale	Home-delivered
Appalachian	25	42	9	4	15	1	*	*	4	4	(R)	96	4	*	88	12
Central Arizona	9	59	7	2	10	1	6	6	6	6	3	79	18	(R)	84	16
Central Arkansas	22	48	6	3	13	*	(R)	(R)	8	8	7	81	12	---	92	8
Central Illinois	6	71	4	1	11	2	(R)	(R)	5	5	10	85	4	1	93	7
Central West Texas	16	60	5	2	10	*	1	1	6	6	1	92	6	1	79	21
Chattanooga	49	30	5	5	10	1	---	---	(R)	---	---	75	25	(R)	97	3
Chicago Regional	39	36	6	2	8	2	1	1	6	6	12	80	8	*	78	22
Cincinnati	18	63	6	2	7	*	2	2	2	2	17	73	10	*	84	16
Columbus	5	62	5	2	11	1	10	4	4	4	8	2/76	16	*	3/77	23
Connecticut	24	42	16	1	9	1	3	3	4	4	33	53	13	1	72	28
Corpus Christi	36	39	6	2	12	*	1	1	4	4	17	78	5	---	78	22
Delaware Valley	28	40	15	2	7	*	4	4	4	4	18	62	19	1	76	24
Des Moines	27	46	6	1	13	*	1	1	6	6	10	82	7	1	77	23
Duluth-Superior	(R)	75	8	1	9	1	---	---	6	6	13	82	5	*	84	16
Eastern Colorado	13	62	6	1	10	1	1	1	6	6	5	88	7	(R)	87	13
Eastern Ohio-Western Pa.	11	63	10	1	9	1	3	3	2	2	13	73	13	1	71	29
Eastern South Dakota	1	73	6	1	8	*	(R)	(R)	11	11	15	73	12	(R)	49	51
Georgia	34	30	12	2	15	1	(R)	(R)	6	6	4	65	30	1	91	9
Great Basin	5	59	8	1	14	*	1	1	12	12	15	63	22	*	80	20
Indiana	38	40	5	1	10	2	1	1	3	3	8	84	6	2	82	18
Inland Empire	46	28	9	2	9	*	(R)	(R)	4/6	4/6	4	5/69	26	1	79	21
Kansas City	28	48	5	1	12	1	1	1	4	4	2	83	15	*	90	10
Knoxville	49	21	7	6	16	*	---	---	1	1	6	93	(R)	1	81	19
Louisville-Lex.-Evans.	30	40	6	2	15	1	(R)	(R)	6	6	6	88	6	*	89	11
Lubbock-Plainview	28	50	4	2	12	(R)	(R)	(R)	4	4	---	96	4	---	86	14
Massachusetts-R.I.-N.H.	12	57	13	1	9	1	2	2	5	5	23	63	13	1	73	27
Memphis	5	61	9	3	19	1	---	---	2	2	(R)	96	4	(R)	97	3
Miami Valley	32	41	5	2	10	1	6	6	3	3	6	86	8	*	78	22
Mich. Upper Peninsula	1	71	12	1	11	*	---	---	4	4	8	88	*	4	72	28
Minneapolis-St. Paul	16	58	3	*	16	1	1	1	5	5	2	96	2	---	---	---

Continued

Table 6.--Percentage of total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 62 Federal milk order markets 1/, November 1969 -Continued

Marketing area	Size of Container						Type of Container						Method of					
	Gal.		Qt.		Pt.		Bulb		Glass		Paper		Plas- tic		Can	Whole- sale	Home delivered	
	1/2-Gal.	Qt.	1/2-Gal.	Qt.	1/2-Gal.	Qt.	5-10 Qt.	Over 10-Qt.	5-10 Qt.	Over 10-Qt.	5-10 Qt.	Over 10-Qt.	5-10 Qt.	Over 10-Qt.				

Continued



Table 6.--Percentage of total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 62 Federal milk order markets 1/, November 1969 -Continued

Marketing area	Size of Container						Type of Container						Method of Distribution	
	Gal.	$\frac{1}{2}$ -Gal.	Qt.	Pt.	$\frac{1}{2}$ -Pt.	Other	Bulk		Glass	Paper	Plas- tic	Can	Whole- sale	Home- delivered
							5-10	Over						
							Qt.	10-Qt.						
	<u>Percent</u>						<u>Percent</u>						<u>Percent</u>	
Western Colorado	---	65	7	1	20	(R)	(R)	7	(R)	92	8	---	92	8
Wichita	40	37	5	1	11	*	2	4	2	68	26	4	83	17

\* Less than one-half of one percent.

(R) Represents sales made by one or two handlers, which cannot be shown without revealing volume of their individual business.

1/ Number of markets for which complete data are available. Percentages are computed from totals which exclude restricted data.

2/ Includes some glass.

3/ Includes some home-delivered.

4/ Includes some 5-10 quarts.

5/ Includes some plastic.

6/ Includes some "other".



Table 7.-- Individual fluid milk products sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 66 Federal milk order markets 1/, November 1969 -Continued

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL				
	Glass		Plastic		Glass		Plastic		Glass		Plastic		Grand total

Continued





Table 7.--Individual fluid milk products sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 66 Federal milk order markets 1/, November 1969 -Continued

Size of container	WHOLESALE			HOME-DELIVERED			TOTAL			Grand total		
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	Glass		Paper	Plastic
Thousand pounds												
MIXTURES												
Gallons	9	37	39	85					9	37	39	85
Half gallons	10	1,350	2/ 5	1,365	*	144		144	10	1,494	5	1,509
Quarts	220	10,905	2/ 7	11,132	116	861		977	336	11,766	7	12,109
Pints	205	15,349	21	15,575	222	2,825	*	3,047	427	18,174	21	18,622
Half pints	1	187		188	13	16		29	14	203		217
10 gallons	160		243	403					160		243	403
7 gallons			5	5							5	5
6 gallons	35		196	231					35		196	231
5 gallons	2/ 180		474	654					180		474	654
3 gallons	12		2/ 39	51					12		39	51
2-1/2 gallons	9		13	22					9		13	22
2 gallons	14			14					14			14
3/4-oz.		2/ 8		8						8		8
5/8-oz.		9		9						9		9
1/2-oz.		4/ 1,754	244	1,998		36	1	37		1,790	245	2,035
Other**		2/ 13	16	29						13	16	29
Total	855	29,612	1,302	31,769	351	3,882	1	4,234	1,206	33,494	1,303	36,003
EGGNOG												
Half gallons	302	1,399	204	1,905	46	73	1	120	348	1,472	205	2,025
Quarts	118	9,030	42	9,190	301	1,433	5	1,739	419	10,463	47	10,929
Other**	2/ 17	2/ 29		46					17	29		46
Total	437	10,458	246	11,141	347	1,506	6	1,859	784	11,964	252	13,000
LIGHT CREAM												
Half gallons	34	1,669	14	1,717	2	27		29	36	1,696	14	1,746
Quarts	3/ 124	1,337		1,461	30	106		136	154	1,443		1,597
Pints	3/ 14	661		675	33	196		229	47	857	*	904
Half pints	3/ 16	760		776	48	183	*	231	64	943		1,007
10 gallons	23			23					23			23
7 gallons			2	2							2	2
6 gallons	23		68	91					23		68	91
5 gallons	87		330	417					87		330	417
3 gallons	2		20	22					2		20	22
2-1/2 gallons	9		41	50					9		41	50
2 gallons	2/ 44		1	45					44		1	45
10-oz.		27		27		4/ 14		14		41		41
5/8-oz.		2/ 54		54						54		54
1/2-oz.		2/ 145		145						145		145
Other**	2/ 9	2/ 24		33					9	24		33
Total	385	4,677	476	5,538	113	526	*	639	498	5,203	476	6,177

Continued

Continued





**MILK MARKETING AREAS UNDER FEDERAL ORDERS AS OF JANUARY 1, 1970**

DIFFERENCES IN SHADING MERELY SERVE TO DIFFERENTIATE BETWEEN MARKETING AREAS

SCALE IN MILES  
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ALBERS EQUAL AREA PROJECTION

SCALE IN MILES

0 100 200 300

ALBERS EQUAL-AREA PROJECTION

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